

# London & Zurich | Content Review

November 2021

## Summary

As per our discussions, I conducted a review of the Knowledge Hub content on the London & Zurich website.

I have completed a thorough analysis of **readability, SEO, and conversions** (how easy it is for someone to convert on a piece of content) for your Guides and News articles. You can navigate to each section using the table of contents below. I have also included a '**key takeaways and recommendations**' section that summarises the key suggestions across all content.

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## Key takeaways and recommendations

Target audience

It's important to identify and speak to the primary audience that will be reading the content so that each piece is aligned to solve their pain points. Currently, the audience of each piece of content isn't always clear. I recommend fleshing out the guides for Landlords, Gyms and Nurseries so that they each get more value.

### **Linking**

Utilise internal linking if writing about a topic that's mentioned on another blog post, e-book, or web page, it's best practice to link to that page. Not only will internal linking help keep visitors on the website, but it also highlights other relevant and authoritative pages to search engines. Linking to other well-performing pages will give the newer page a better chance of ranking due to the association.

Link to external articles or websites if they enhance the point you are making as it shows search engines that you provide a good user experience. Ideally, link to influential and quality websites e.g., by adding sources for compelling stats. Associating with already-trusted websites is great for SEO.

### **Landing pages**

Create tailored, optimised landing pages with clear CTAs or enticing offers – e.g., for guides directed at a specific target audience. They could have the aim of conversion/click-through or lead-gen such as to get in contact, use the pricing calculator or fill in a sales enquiry form.

### **Keywords**

Make sure the primary keywords are in titles, main headings and the first sentence (if it makes sense and sounds natural). Make sure secondary keywords are related to primary keyword(s), in subheadings and incorporated naturally and strategically throughout the copy.

### **Headlines/titles**

Make post titles more relevant to the search query to motivate users to click on articles when they see them in search results. Click-through rate (CTR) plays an important role in SEO.

Use titles and subheadings – the blogs could be a lot more enticing to the reader (with optimised titles) and better optimised for search (with headings). I also recommend making headings longer and including long-tail keywords. As well as adding the focus keyword, try to make the headlines catchier by using action words. Also, think about creating more numbered lists and listicles – but stay on brand.

### **Copy/content - engagement**

Create more benefit-driven content. Customers only really care about one thing – what is in it for them.

Remember to keep the engaging part ‘above the fold’ - the point at which the user must scroll to get more information. Currently, the articles don’t offer value, important information or engaging content above the digital fold.

Some introductions aren’t enticing enough to keep users reading. A good introduction builds on the headline and lets the reader know exactly what to expect by illustrating what the benefit is to them (why should they spend their precious time reading it?). Offer the value/benefit quickly and efficiently. The hook (the first sentence or two) should pull them in. It can be a question, cutting statement or inspiring statistic to incite curiosity – utilise these.

Embolden or italicise key phrases and words to improve scanning. Include more stats, quotes, and facts to engage the audience - this will give your article more authority and make it more scannable.

The passive voice is used often – e.g., ‘This can be done...’. It is better to address the audience directly e.g., ‘You can do this...’ or ‘We can do this...’ Using the active voice helps to add energy and clarity to the content.

### **Categories**

Categorise the content, e.g., by subject matter, colour coding or grouping them under subheadings with secondary keywords. This can be achieved by dividing the articles into the major topics discussed in the Knowledge Hub.

You could use the topic cluster model - choose broad topics for which to rank groups of related content that collectively cover a broad subject area. They create a strong internal linking network, improving SEO by giving the blog authority over a topic, as well as organising the content.

Deploy tags for specific topics discussed in an individual blog post to complement the categories used for the broad grouping of your posts. A blog tag is a word or phrase that describes a blog post, representing the specific points it makes. Tags describe the subject matter of your posts, letting you micro-categorise your content. Tags help your content rank, make a large blog more manageable and appealing to readers, relate posts to one another, and show you which blog topics your readers like most.

Most of the News content pieces don't quite fit under the term 'News' – they are more 'Insights'. Consider changing page/sitemap title. Also, many of the articles are guides and could be moved to that section.

### **CTAs**

Make CTAs clearer and more engaging by having more that are direct conversions. Include a short paragraph at the end to conclude the articles – highlight how it benefits them and offers value. Every piece of content must have an engaging CTA because the closing paragraph compels the reader to act. Often the articles end abruptly and without the next steps to take. It's important to make it easier for users to take the next step.

### **Maintenance**

It's important to create evergreen content and to optimise older posts by updating them with new examples, tips etc. You can also repurpose different pieces of content to create another one or publish it in a different format (e-book, infographics, slides, etc.). Remove redundant, outdated or poorly performing posts that are no longer relevant to the audience.

Combine more engaging guides into toolkits and repurpose them into a webinar or PDF guides.

### **Length**

A healthy mix of shorter and longer posts is ideal. Quick posts are good because they can be read in a short period of time, while longer posts deliver the biggest value for organic SEO.

Create longer articles (c.1500 or more words) that cover a topic with greater detail. Some of the shorter posts (500 words or less) could be combined into longer-form content with a greater chance of ranking.

I also recommend taking the best-performing posts and making them even better by increasing their comprehensiveness. Include more topics and keywords that the content doesn't currently cover, add, and optimise images, and structure the content to improve user experience. This will bring even more traffic to the website.

### **Publishing**

Publish articles more regularly to increase the chances of showing up in search engines, thus gaining more authority from Google. Produce new content to fill existing gaps – i.e., more relevant posts on current trends, and posts solving current problems for specific audiences.

### **Credibility**

Add testimonials to help convert undecided users as required. You can also add customer logos, quotes etc. to increase credibility/trust.

## Visuals

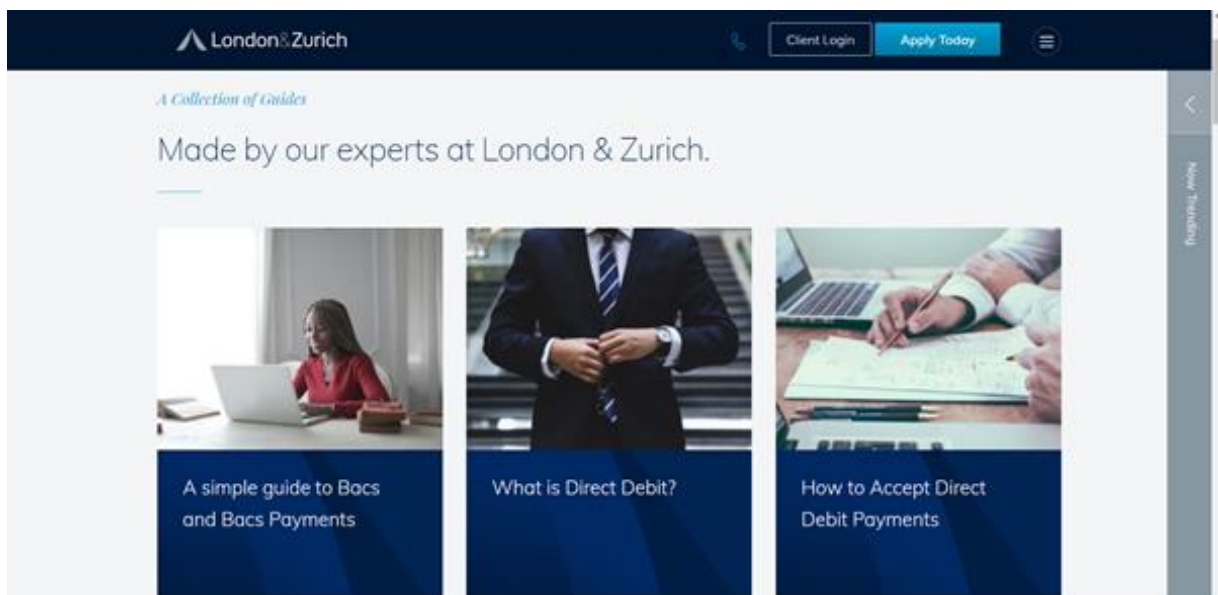
It's important to include images and high-quality visuals throughout the content as search engines rank engaging content with visuals higher in search results. Images and videos are far more engaging than plain text so make sure blog posts contain those types of assets between paragraphs. If possible, try to include at least one high-quality and relevant image for every 500 words for a good text-to-image ratio. These assets can include images, screenshots, infographics, videos, graphs, charts.

In terms of the current images, I suggest mixing them up a bit more. There's a lot of people at desks with notepads and laptops. Images are powerful tools to capture attention and add value to written content. Create custom illustrations to explain concepts or to accompany data.

## Content Review

### Guides page

Readability



- The first article's title is not consistent with the rest, which are in title case. It may belong in the 'News' area.

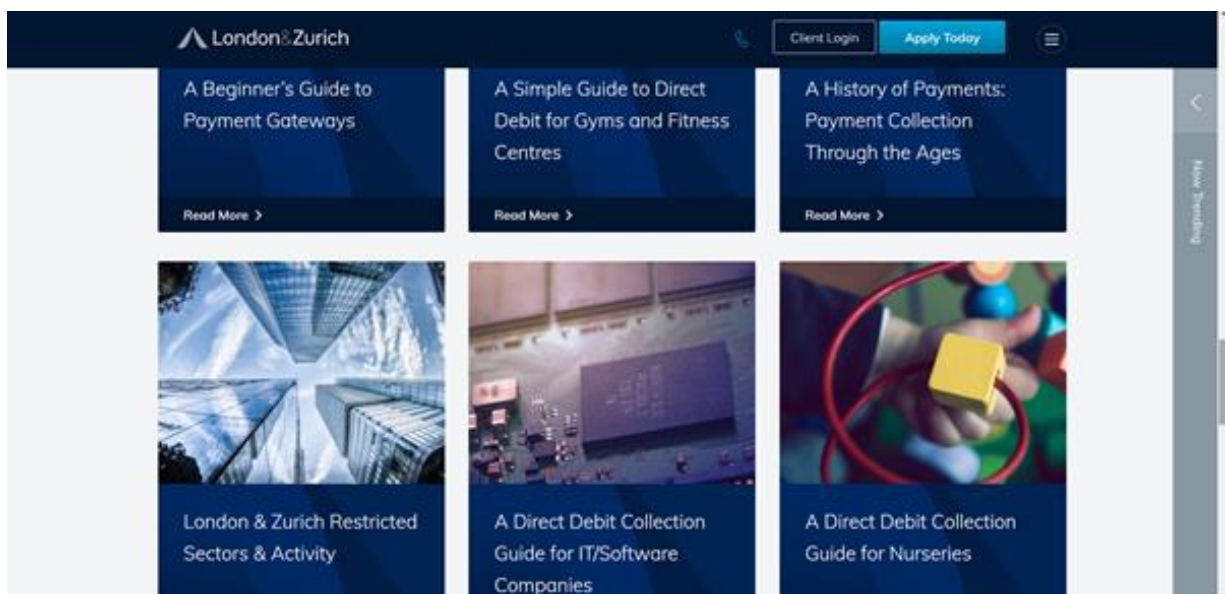
- Categorise the content e.g., by subject matter or industry – colour code or group together under subheadings with secondary keywords. One category could be Direct Debits, another might be Bacs Payments or Beginner’s Guides. Divide content into major topics discussed on the blog.
- Combine guides into more comprehensive toolkits that offer further value to the audience.
- Some of the titles are a little long and clunky. For example, the Gyms and Fitness title could lose the ‘A Simple Guide’ or be structured in the same way as the IT and Nurseries pieces – ‘Direct Debit Collection Guide for Gyms and Fitness Centres.’
- You could lose the ‘A’ at the beginning of most of the titles – e.g., ‘Beginner’s Guide to...’.
- The ‘Restricted Sectors & Activity’ content seems out of place on this page – perhaps it should be elsewhere on the site in a legal or Ts & Cs section.

## SEO

- The page is missing primary keywords in the headings H1 and H2 – for example, it could have ‘payment experts’ rather than just ‘experts’. Add more keyword-rich headings. Primary keywords should be in titles and main headings (as relevant).
- The heading is too short. Headlines are more likely to be clicked on in search results if they have around 6 words.
- H2 title is missing.
- The Hub doesn’t use titles and subheadings to its advantage. They could be a lot more enticing to the reader (titles) and better optimised for search (headings).
- Produce longer articles (c.1500 words). Search engines love articles that cover a topic with detail. By covering keywords in an article, you make it more comprehensive, informative, and useful. Some of the shorter posts (500 words or less) can be combined into longer-form content with a greater chance of ranking. The main thing to remember is that each word needs to provide value (adding fluff is disengaging.) Every idea in the post is to be appropriately ‘fleshed out.’
- It’s difficult to say anything substantive on any topic in fewer than 500 words. For posts to be actionable enough that they set you apart as an industry leader and are valuable to your audience, you need at least 1,000 words or more. Recent studies have found that 2,100 words are the sweet spot for blog posts when it comes to writing engaging, valuable content that will do well in search and be appreciated by readers.

- A healthy mix in length is the best bet. Quick posts will be appreciated by readers because they can read them in a short period of time, and longer posts will deliver the biggest organic SEO. When deciding how long each post is, keep search intent in mind. Someone may not be interested in a full-length, 2,000-word article about the history of payment collection, they're just looking for a quick answer.
- Target long-tail keywords for landing pages. These are highly specific keywords or key phrases that tend to be 4 or more words. For instance, "Best payment collection methods for gyms". As a rule, it's much easier to rank for long-tail keywords than short-tail keywords because long-tail keywords are less competitive. And because landing pages feature very specific CTAs, it's easy to place long-tail keywords on them naturally.

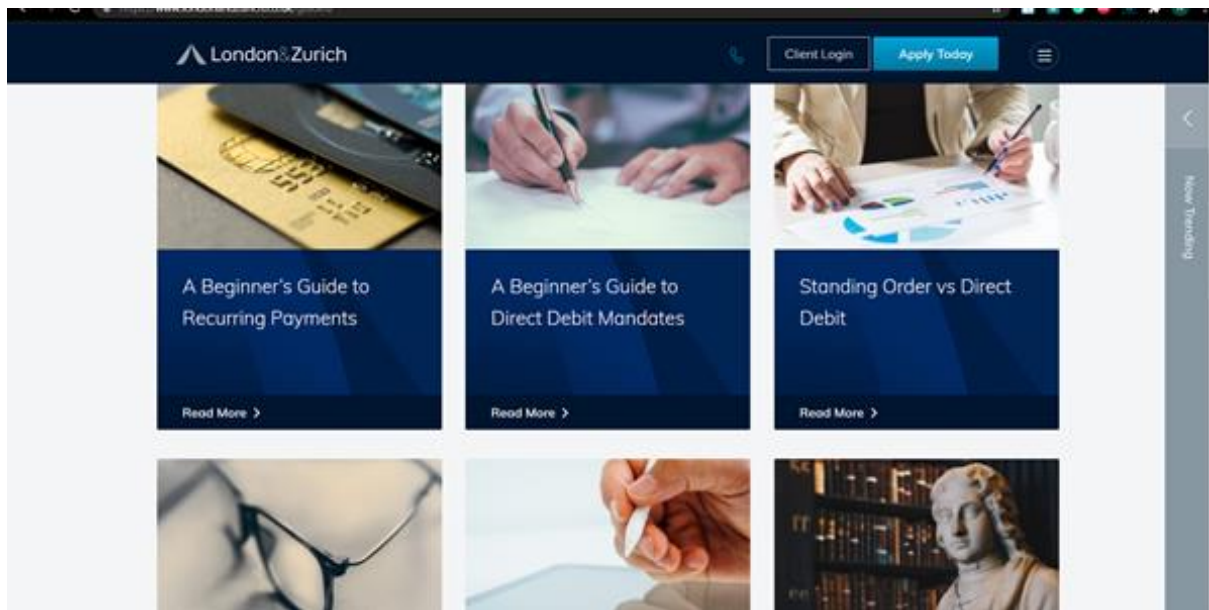
## Conversion



- Include a small paragraph or sentence summarising the article's content to entice the audience to click through. An engaging stat or fact might work.
- Repurpose more engaging posts into webinars or combine posts into a PDF guide. Repurpose pieces by sharing snippets from them on social media or creating an infographic.
- Remove redundant, outdated, or irrelevant pages.
- Produce new content to fill existing gaps – i.e., more relevant posts on current trends, solving current problems for specific audiences.
- Create content showing your service in use. Apply the service and explain how it benefits the audience.

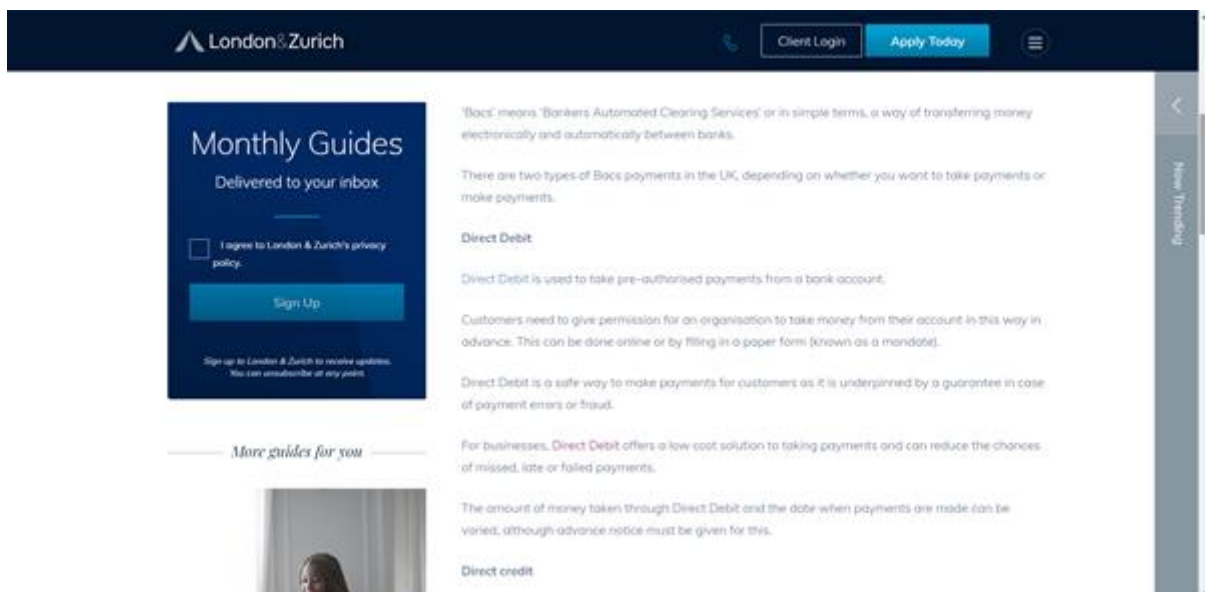
- Create optimised, coherent landing pages for some of the guides that would benefit from a singular goal/CTA – e.g., guides directed at specific target audiences. For instance, the Gyms could benefit from a tailored landing page with a CTA to go to the pricing calculator (after providing value/how services would benefit them). Landing pages could have the aim of conversion, direct to CTA (fewer links away etc., no suggested reading/site navigation) – e.g., get in contact, use pricing calculator, or fill in the sales enquiry form for lead generation.
- Landing pages based on business generation/conversion could have enticing, clear offers – e.g., first-month discount or free consultation. Make sure the CTA/offers are above the fold and repeated at the end. Add social sharing icons that don't redirect people away from the page but give them a clear option to promote it.
- Make landing pages bespoke so differ slightly from usual site architecture/style but still brand consistent. Stripped-down (no distractions, simple design), ubiquitous contact info, intuitive design, contrasting colours (especially for CTA buttons). Add testimonials to help convert undecided users. Add customer logos, quotes etc. to increase credibility/trust.
- Pages for specific audiences should have a more focused (less broad) CTA. Users who end up on landing pages have already shown interest in what you offer. They've ventured deeper into the customer journey and are more ready to convert. Create lead-gen and click-through landing pages. Tailor to segmented audience persona's needs, make them highly relevant.
- Direct to conversion but make sure the landing page still offers value, enjoyable to read – show the audience you have best interests at heart. Concise bullets of benefits. Efficiently convey the value of the offer. Zero-in on offer, not the company.
- Mix up the images a bit more to make them more dynamic. There's a lot of people at desks with notepads, laptops. Images are powerful tools to capture attention and add value to written content. If images are too generic, maybe have some creatives produce custom illustrations to explain deep concepts or accompany facts and data.
- Images and illustrations aren't decorations, but strategic pieces to invoke positive emotions in the reader and portray the brand as trustworthy and highly professional. Use high-quality images that are relevant to the content, not just stock photos.





## Guide - articles

### Readability



- In articles, the copy could sometimes be broken up into more subheadings. E.g., in the first article, put 'CHAPS' and 'Faster Payments' under different subheadings to make it clearer; or make use of emboldening/italicising each term to improve scanning.
- Use big inline quotes to highlight valuable information.

- Passive voice is used often – e.g., ‘This can be done...’. Address the audience directly e.g., ‘You can do this...’ or ‘We can do this...’. Writing in the active voice adds energy and clarity.
- Some redundant expressions can be removed to improve flow – e.g., ‘...if one of the banks...’ to ‘if one bank’. ‘In addition to...’ to ‘Besides...’.
- Missing the odd comma here and there e.g., ‘or, in simple terms...’. Also, hyphenations are not always used accurately e.g., remove from ‘straightforward’ and add to ‘low cost’.

## SEO

- Include a subheading/header text at the top, summarising the key point, or aim of the article. Include secondary keywords.
- Use secondary keywords related to primary keyword and/or topic naturally in subheadings and throughout the copy. Use keyword variation so content isn’t repeating the same thing and avoid keyword stuffing, causing it not to read well. Incorporate keywords into the natural flow.
- Internal linking to further reading about different topics – e.g., ‘CHAPS’ links to an article or section on CHAPS. If writing about a topic that’s mentioned on another blog post, eBook, or web page, it’s best practice to link to that page. Not only will internal linking help keep visitors on the website, but it also surfaces other relevant and authoritative pages to search engines. Linking to other well-performing pages will give newer pages a better chance of ranking due to association.
- I also recommend linking to external articles or websites if they enhance the point as it shows search engines that you provide a good user experience. Ideally, link to influential and quality websites e.g., by adding sources for compelling stats. Associating with a trusted website works wonders for SEO. But don’t overdo linking – link only to relevant pages that enhance the point.
- Make sure primary and secondary keywords are used throughout the copy. Include the primary keyword in the first sentence. Focus on primary keywords to make posts laser-targeted – each post has a purpose.
- Utilise long-tail keywords based on specific search intent e.g., ‘How to Move Your Customers to Direct Debit Payments’.
- Include images. Search engines often rank engaging content with visuals higher in search results. Images and videos are far more engaging than plain text. Make sure blog posts contain images between paragraphs.

- Videos are even more engaging than images. Consider converting some blog posts into videos by creating slideshows or animated videos. These can be uploaded to YouTube. One of the best ways to optimise blog posts is to utilise different forms of media. Google loves content in different formats since people digest information differently. Therefore, the best thing is to provide as many different forms of media in a blog post as possible, make sure that these pieces of content are all very relevant to the blog post though.
- Incorporate high-quality visuals – images, screenshots, infographics, videos, graphs, charts – increase click-throughs, shares, and engagement. Each post to include a variety of one or more.
- Maintain a good text-to-image ratio (try and include at least one high-quality and relevant image for every 500 words).

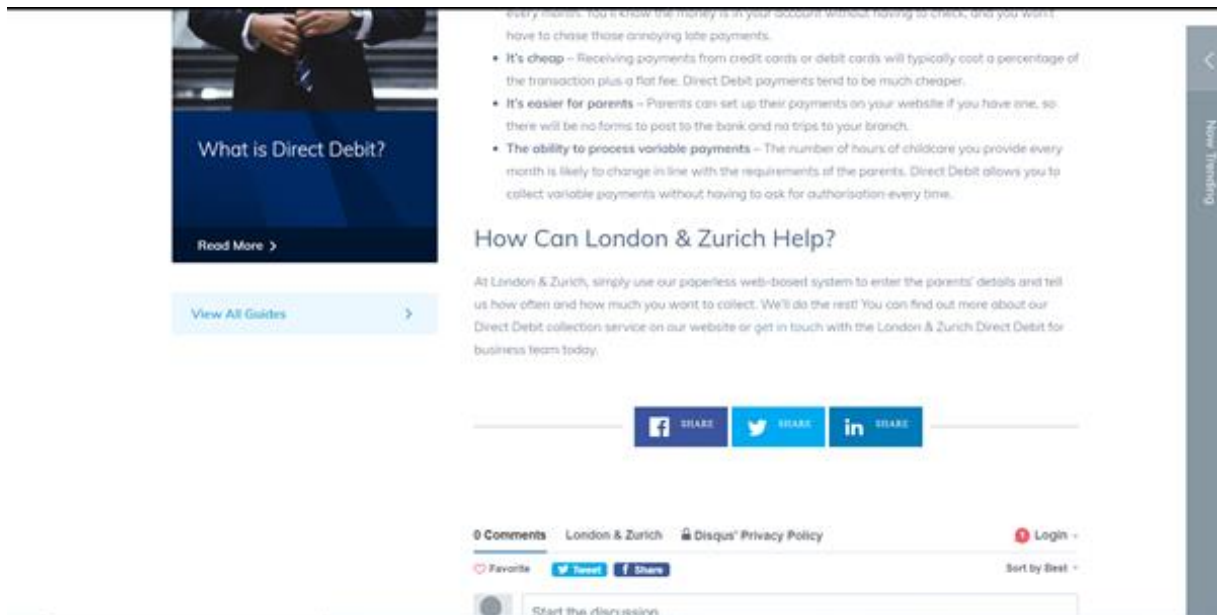
## Conversion

- CTAs on the left could be more engaging – e.g., ‘Master handling your payments’. Offer value and solve for the audience – why should they sign up for monthly guides?
- ‘More guides for you’ highlights the same article the audience is reading.
- Include a sentence/short paragraph at the end to conclude the article – highlight an insight, offer value – ‘if you’re making or taking Bacs payments, it’s good to know the difference.’ Include a CTA – ‘To find out more about...’ or ‘Whatever payment methods you use, I can expertly handle them. Look at our pricing calculator to get started...’. Every piece of content must have an engaging CTA, whether it be to download a newsletter, subscribe, check out services etc. Often the articles end abruptly. The closing paragraph is there to compel the reader to act while effectively concluding the post.
- The target audience isn’t always clear, the guides for Landlords, Gyms and Nurseries could be fleshed-out so that they each get more value. Identify and speak to the primary audience that will be reading content. Make sure the content is aligned to solve for the intended audience.
- Ensure the article has a title that is targeting a specific topic or query. Instead of writing a blog and giving it a very broad, generic title, try instead to make it more actionable or interesting to the user. The more specific the title is, the better – because this will help readers find exactly what they are looking for when searching online. Make sure it delivers for the reader.

- Some of the introductions aren't so enticing (example below). Perhaps not enough to keep users reading. A good introduction should build on the headline and let the reader know exactly what to expect by illustrating what the benefit is to them (why should they spend their precious time reading it?).
- The hook - This is the first sentence or two that should grab the reader and pull them in, and is often a question, cutting statement or inspiring statistic to incite curiosity – utilise this. Copy draws the reader in and compels them to read the entire article.
- Use a very punchy, curiosity building sentence to open the post. This sentence should be short (rarely longer than eight words).

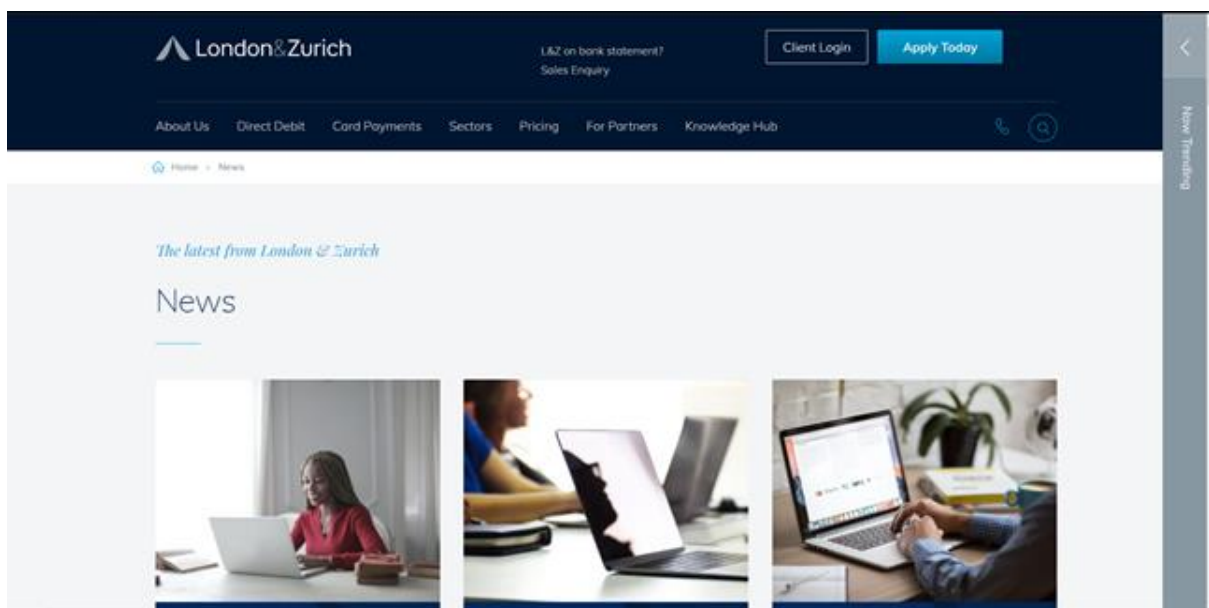


- Make it easier for users to take the next step. In the below example, the get in touch hyperlink below in the final CTA paragraph isn't too obvious. CTA could be made more compelling – say how getting in touch would benefit them.



## News page

## Readability

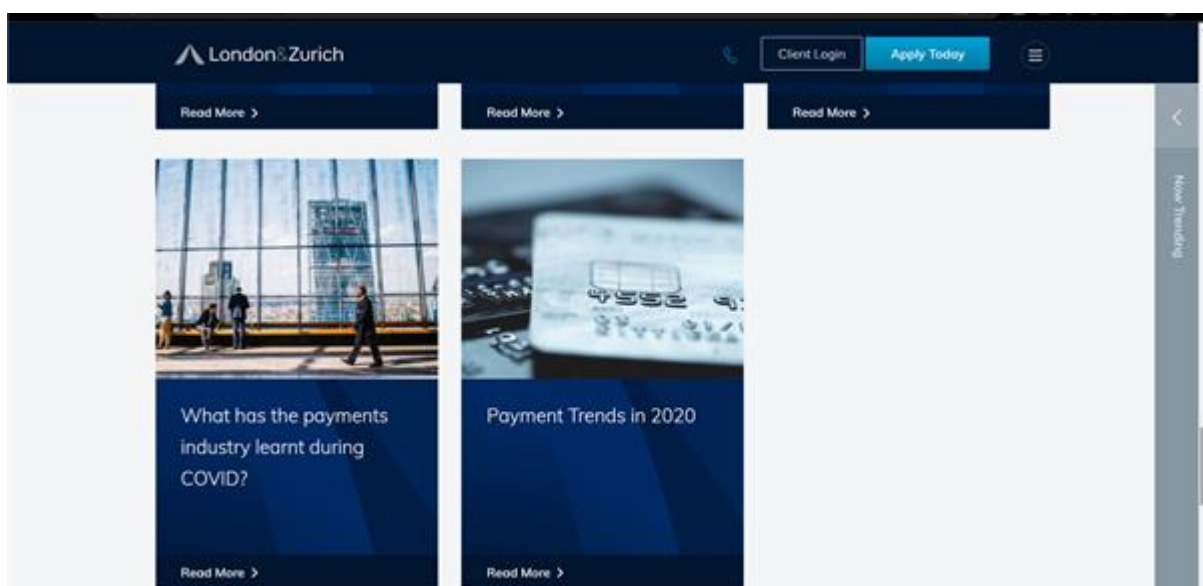


- Most of these content pieces don't quite fit under the term 'News' – they are more 'Insights'. Consider changing the page/sitemap title.
- Many of the articles are guides and should be moved to that section. Articles such as 'Five ways...', 'Payment Trends', 'What has the payments industry learnt during COVID?'
- Some of the titles are in title case, others are not.

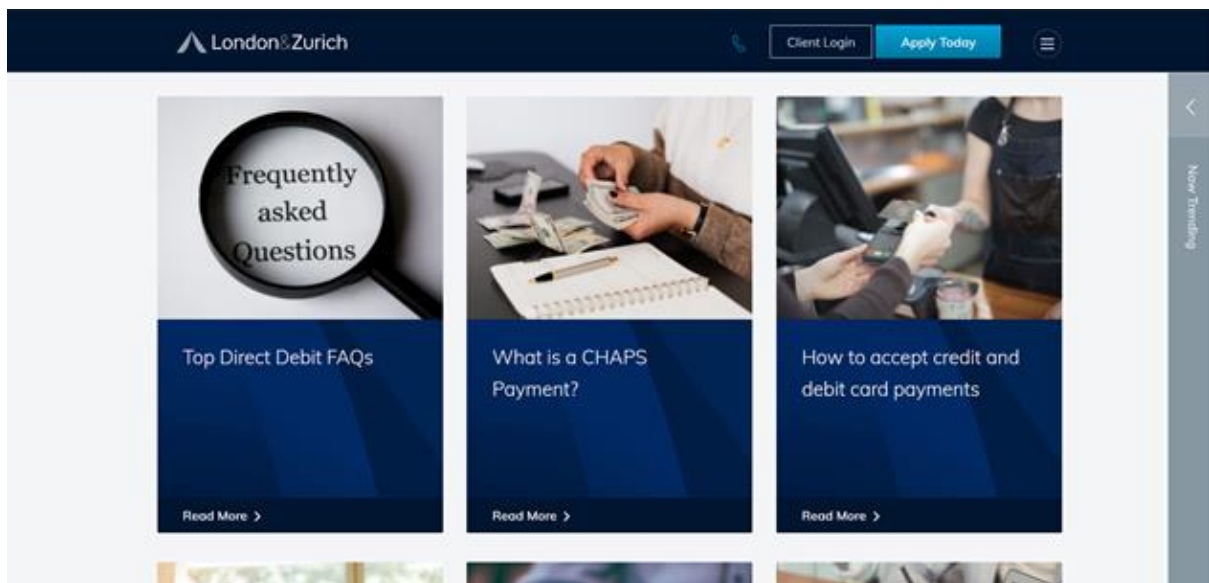
- People love lists and listicles, so include numbers and facts for titles and headlines. E.g., change ‘Direct Debit Scheme Rules for Business’ to ‘X Direct Debit Scheme Rules for Business.’
- Categorise the content e.g., by subject matter or industry – colour code or group together under subheadings with secondary keywords. Could have ‘News’, ‘Trends’, ‘Tips’. Use the topic cluster model - choose broad topics for which to rank. Then, create content based on specific keywords related to that topic that all link to each other to establish broader search engine authority.
- Maintain engaging question-based titles like ‘What are the key differences between cash flow and profit?’, which solve for the audience.

## SEO

- Insert primary keywords into the H1 heading. It’s only one word (News) – so it needs to be fleshed out.
- Include subheadings with secondary keywords.
- There is duplicate content also found in the Guides area.
- Some headlines are too short e.g., ‘Payment Trends in 2020’. Add keywords and power/action words to improve SEO and get more engagement. Headlines are more likely to be clicked on in search results if they have around 6 words. Headlines that are about 55 characters long will display fully in search results and tend to get more clicks.



- Keep, update, or eliminate. Articles such as the above could do with being updated (or deleted). Ensure it's evergreen content and not decaying content. This means the content is about topics that remain relevant and valuable over a long period of time (with only minor changes or updates). It will help you rank over time, not just in the short term. It contributes to steady amounts of traffic coming to the blog (and website) long after it's been published, generating leads over time because of the traffic it continually drives.
- Optimise older posts. Add internal links –I recommend going back to relevant old articles and adding a link to a new blog post. This gives new articles 'link juice' while also allowing users to discover it more easily. Optimising internal linking helps to improve website organisation and decrease bounce rate.
- Update existing content. To improve SEO, focus a great deal of time and energy on existing blog content. Specifically, repurposing and updating current content, as well as removing outdated content. This is because it takes a lot longer for a completely new piece of content to settle on the search engine results page (SERP) and gain authority, whereas you could update a piece of content and reap the benefits much faster in comparison. Not only will your updated content rank on the SERP faster, improving your number of visitors and leads, but it also takes a lot less time and fewer resources to update an existing piece of content rather than create a brand-new article.
- Additionally, updating and repurposing some of your most successful pieces of content extends its lifespan so you can achieve the best results over a longer period (especially if it's evergreen content). Try to rewrite them with new examples, tips, and practical details. Combine different pieces of content to create another one or publish it in a different format (e-book, infographics, slides, etc.).
- Remove outdated content that's no longer relevant to the audience. Although the goal is to ensure content is evergreen, some of it is bound to become outdated over time. This includes statistics, service information (as your products and business evolve), or information that changes across your industry over time such as trends. E.g., 'Top Direct Debit FAQs'. Rewrite or remove old articles published more than 24 months ago that have been getting few or no recent views.



- Take the best-performing posts and make them even better by increasing their comprehensiveness. Include more topics and keywords that the content doesn't currently cover, add, and optimise images, and structure the content to improve user experience. This brings even more traffic to the website. For example, more information the audience would benefit from, new research or statistics, further details about action steps, explanations, or best practices.
- Post more regularly to increase the chance of showing up in search engines, thus gaining more authority from Google.

## Conversion

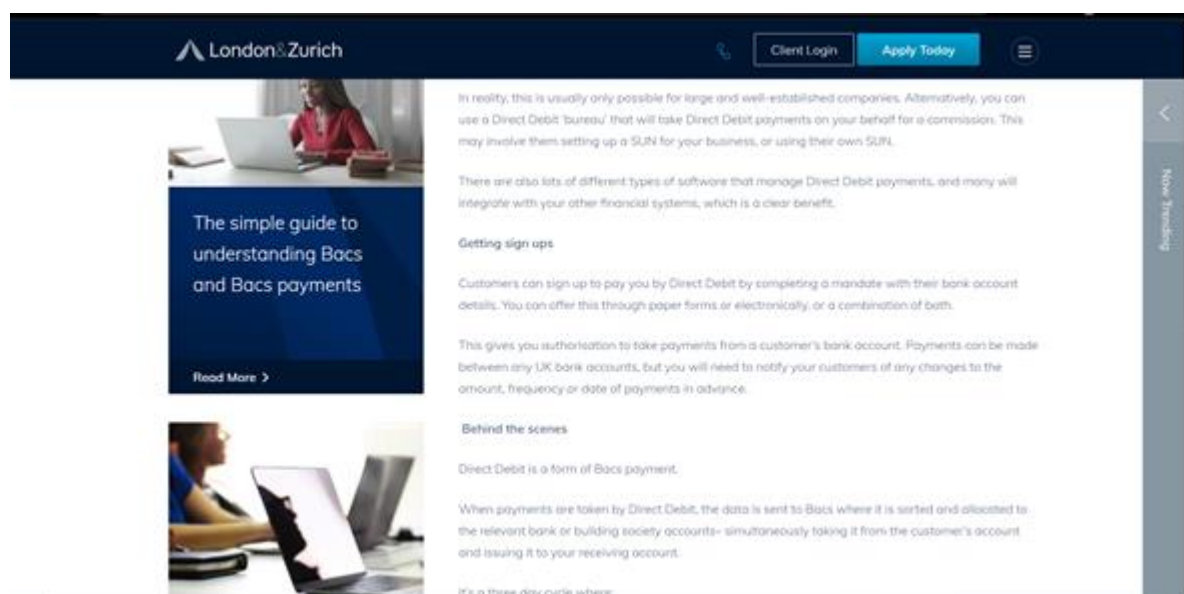
- Include a small paragraph or sentence summarising the article's content to entice the audience to click through – an engaging stat or salient fact, for example. Why should they read this? Offer nuggets of value without giving everything away.
- Maybe have 'Find out' rather than 'Read more' for the CTA – as they are insights.
- In the footer CTA to sign up for the newsletter – say why and offer value. 'Keep up to date with the latest trends and insights...' or 'Add value to your business...'.
- Create more benefit-driven content. Customers only really care about one thing – what is in it for them. By focusing on the benefits first and foremost when writing content, you capture the audience's attention and interest to continue reading the rest of the content. You can structure the title as the big benefit and the supporting feature text as the features justifying the benefit.



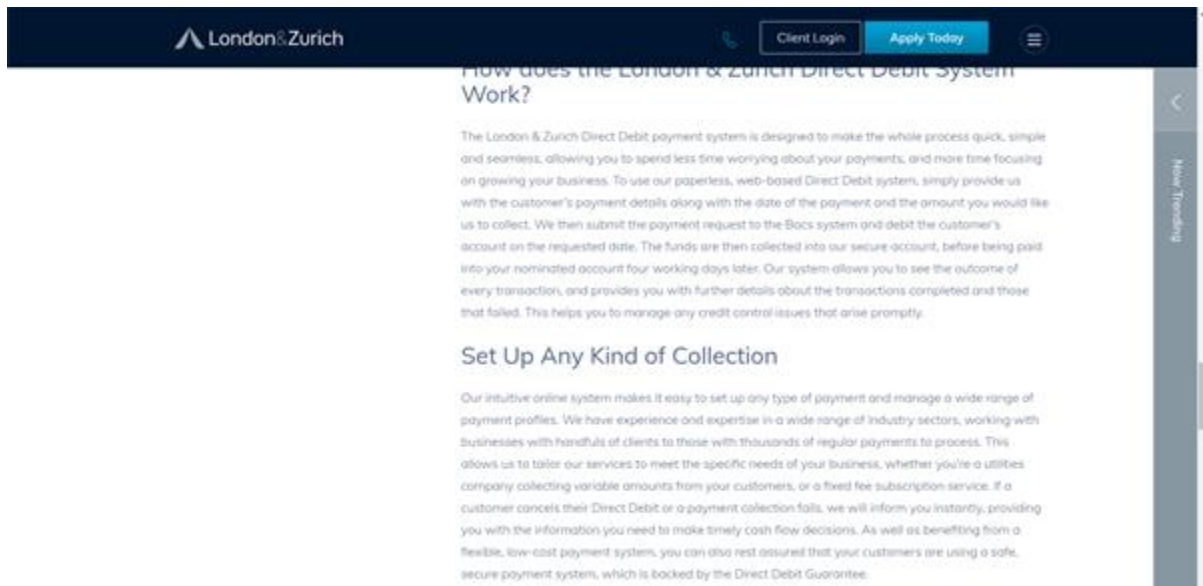
## News - articles

### Readability

- There are a few typing/grammatical errors here and there. E.g., ‘if you’re going **to** take payments...’; or ‘This gives you **the** authorisation...’.
- Some of the copy could be a little clearer. The phrase ‘gives you authorisation’ may be unnecessarily wordy – use ‘authorises you’ instead.
- Embolden or italicise key phrases and words to improve scanning.
- Some long sentences could be shortened. A little clunky and confusing in places.
- Deploy more stats and facts to engage the audience and ground articles – giving you greater authority over the topic.
- Improve readability by using shorter sentences (fewer clauses), punctuation, and bulleted lists to keep content ‘skimmable’.
- Break up text using images, bullets, bolding/italics, hard returns, numbered lists, blockquotes, subheadings.



- Smaller paragraphs are needed in some articles to add more white space. In places, the copy is too dense, unspaced (see below).



## SEO

- Include subheading/header text at the top, summarising the key point, or aim of the article. Incorporate secondary keywords.
- Utilise internal linking to further reading about different topics – e.g., ‘Direct Debit’ links to the section on Direct Debit. Internal linking is a great way to develop contextual relationships between new and old posts. Do two-way internal linking by going back to edit older posts so that they link to new articles, for maximum benefits.
- Make sure the primary and secondary keywords are used throughout the copy. Deploy the primary keyword in the first sentence.
- Improve some blog post titles to make articles more relevant to the search query. Motivates users to click on your article when they see it in the search results. Ensure blog post titles more SEO friendly by using focus keywords in the title.
- Use keywords strategically throughout the blog post. There are four essential places to include keywords: title tag, headers & body, URL, and meta-description.
- The ‘title tag’ is the search engine's and reader's first step in determining the relevancy of content. So, including a keyword here is vital. Google calls this the ‘title tag’ in a search result.
- Include your primary keyword within the first 60 characters of the title, which is just about where Google cuts titles off on the SERP.

- Headers & Body – Mention keywords at a normal cadence throughout the body of the post and in the headers. That means including keywords in your copy, but only in a natural, reader-friendly way. Don't go overboard and risk keyword stuffing.
- Maintain the 'question and answer' format. Structure it so there's a question as the subheading and the paragraph below answering it.

## Conversion

- The headlines could be optimised. As a headline best practice example – a clear proposition is made using as many words as necessary. The proposition made in the headline is delivered upon in the body of the post. The headline is compelling without being misleading or 'spammy'. E.g., '5 sure-fire ways to make your payments more efficient'.
- Some of the titles could be more compelling. Aside from adding the focus keyword, make the headline catchy and clickable using power words (e.g., 'How to deal with Indemnity Claims' rather than 'Understanding Indemnity Claims'). The click-through rate (CTR) plays an important role in SEO.
- Include a sentence/short paragraph at the end to conclude the article – highlight the key insight, offer value. The article close could use wit, insight, or otherwise incite the reader to comment, share, or visit more pages on the blog.
- Ensure there's a CTA – 'To find out more about...' or 'Whatever the payment methods you use, I can expertly handle them. Look at our pricing calculator to get started...'. At the end of the post, always include some sort of CTA to drive users to act. It will significantly increase the likelihood that they do.
- A good CTA might encourage users to read a related post (provide the link), leave a comment about some aspect of what you covered, sign up for your email list (give them a compelling reason to do so), download your newsletter, share the post on their social media accounts, check out pricing, try a service you've discussed in the post.
- This could also be achieved by having a short, engaging blurb (or meta-description) in the boxes, below the title. For instance, under 'Understanding Direct Debit' have something along the lines of 'Everything you need to know about Direct Debit... see how it may benefit your business' or 'The pros and cons of Direct Debit...' etc.
- Try and widen the breadth of topics. Are there topics you haven't addressed yet? Target markets you haven't spoken to?

- Keep the engaging part 'above the fold' – the point at which the user must scroll to get more information. The articles don't offer value/important info/engaging content above the digital fold (see below). Perhaps remove some of the image block or have a summary line/blurb under the large title to engage the reader.

